



## Downtown Public Improvement District (PID) and Downtown Austin Alliance

### Summary

On April 15, 1993, the City Council created a Public Improvement District (PID) to provide constant and permanent funding to implement downtown initiatives. The City contracted with the Downtown Austin Alliance in September 1993 to manage the downtown initiative program. The Downtown Austin Alliance (formerly Austin DMO, Inc.) was incorporated in May 1992 to promote growth and revitalization in Downtown Austin. It consists of owners of downtown property, downtown tenants, and other interested Austinites.

In October, 1997 the Austin City Council approved a five year extension of the Austin Downtown PID.

### Status

On April 16, 1998 the City Council approved a five year extension of the PID management contract to the Downtown Austin Alliance. The City Council approved the FY 2002/2003 Service Plan and Budget for the Downtown Austin Alliance and the PID Assessment Role in December 2001.

### Description

The PID is a means for the Downtown Austin community to provide adequate and constant funds for quality of life improvements and planning and marketing of Downtown Austin. During the first year, the Downtown Austin Alliance focused on security, maintenance and marketing of Downtown Austin. The creation of the PID is a private sector initiative, and was achieved upon the submittal of a petition with the minimum number of signatures to the City, development of a Service Plan acceptable to Council, and Council's satisfaction that the PID will enhance Downtown Austin. The PID is authorized for a five year period.

The Downtown Austin Alliance has downtown office space in the Southwest Tower at 211 E. Seventh Street, Ste. 100-L.

### Basic Data

Project Contact:	Dave Kreider, Manager of Economic Development, Redevelopment Services Office, 974-6381
Project Manager:	Charles Betts, Executive Director, Downtown Austin Alliance, 469-1766 / fax 477-7456
2001/2002 Fiscal Year Budget:	\$1,546,521